



# College of Design

## Undergraduate Information

The College of Design is among an elite group of comprehensive design schools offering outstanding opportunities for study in the following areas:

architecture

art and design

graphic design

interior design

integrated studio arts

landscape architecture

community and regional planning





*Can you imagine places, objects, and futures that don't exist?*

Digital illustration by Kent Yen  
ArtIS 308



*Do you communicate ideas through images and physical forms as well as words?*

Illustration from ArtIS 326



### **Create in Studio**

Most classes in the College of Design are studios ranging in size from 15 to 20 students. The small class size puts you in close contact with your instructors and fellow students. As a result, you receive individualized attention and creative input, and this closeness also fosters a sense of community. Studios meet for long, concentrated periods of time, combining lecture and discussion with hands-on participation, allowing you to create your own designs within class assignments.

### **Learn Off-Campus**

Experiencing the world outside of Ames, Iowa, is an important part of your undergraduate education as you prepare to become a member of the global community. Through field trips, you can visit professional offices and important design sites. Study abroad opportunities might take you to Rome, Great Britain, the Pacific Rim, or elsewhere in the world.

### **Gain Experience**

Before graduation, most of our students have acquired work experiences related to their planned career. You could participate in internships, summer or part-time jobs, community service, or freelance opportunities. The employment market for design professionals is excellent and offers many career options.

## **Undergraduate Programs**

### *Core Design Program*

The undergraduate curricula in design are divided into two phases: a pre-professional Core Design Program and a professional program. Students entering the College of Design attend a common set of studio and lecture classes intended to prepare them for application to any of the college's professional degree curricula.

Classes in the Core Design Program create a shared language, experience and community that expose students to all disciplines within the College of Design. This will allow you to:

***make more informed degree choices,***

***apply to multiple programs at the end of your first year, and***

***experiment with interdisciplinary work at the earliest stage of your college education.***

All incoming undergraduate students complete the Core Design Program to advance into degree programs.



### ***Bachelor of Science in Community and Regional Planning***

is an accredited, four-year degree that prepares you to enter the planning profession. As a professional planner, you evaluate and seize opportunities to respond to real-world problems: improving the quality of life in a community, protecting the environment, promoting equitable economic opportunity, and managing growth and change of all kinds.

### ***Bachelor of Landscape Architecture***

is an accredited, five-year professional degree focused on the careful stewardship, wise planning, and artful design of urban, suburban, rural and wilderness landscapes. You gain a working knowledge of plants and construction, strong communication skills, and an understanding of the way natural, social and cultural systems influence design.

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**Do you want to understand the historical and contemporary precedents of design projects?**

Piazza Campidoglio  
Michaelangelo, Rome, Italy

**If you answer "yes" to these questions, consider becoming a student in the College of Design at Iowa State University.**



**Bachelor of Architecture**

is an accredited, five-year professional degree. You gain an understanding of the way buildings reflect and shape culture in the past and present; of three-dimensional architectural space and the way it affects people; and of materials, structures and mechanical systems.

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**Bachelor of Arts in Art and Design**

is a four-year degree with concentrations in art and culture, and art and design history and theory. Both provide the opportunity to study in a related or supporting area by means of a second major, minor or approved program. Many students pursue this degree in conjunction with majors such as journalism, advertising, business, history, or psychology.

**Bachelor of Fine Arts in Integrated Studio Arts**

is a four-year degree of in-depth studio work. Courses may focus on such areas as digital media, medical or scientific illustration, illustration, wood design, ceramics, jewelry and metals, fibers, drawing, painting, printmaking, two- and three-dimensional mixed media, photography, and new technological genres. Emphasis is on the crossing of conceptual and media boundaries. This is an intensive program designed to prepare you for a career as a professional artist and/or graduate study in studio art.

**Bachelor of Fine Arts in Graphic Design**

is a four-year professional degree focused on the communication of complex information through a range of printed and electronic media. You gain experience in developing a wide variety of graphics, including identity, signage and packaging systems.

**Bachelor of Fine Arts in Interior Design**

is a four-year, accredited professional degree that prepares you to design the complex environments that make up building interiors. You develop expertise in ergonomics, lighting, structures, color, materials, and building and fire codes as well as an understanding of people and the way environment affects behavior.

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**Compete with the Best**

All of our programs have competitive admissions. Applicants are reviewed at the end of the first year of study at Iowa State on the basis of a portfolio of original work, scholastic performance, and a written composition. Successful candidates then pursue advanced coursework in the professional programs.

**Participate in a Design Learning Community**

This is your chance to connect with other students new to the College of Design and develop friendships with people who share and understand your experiences. The college offers two different learning communities: the Design Exchange and the Design Collaborative. Both are accompanied by a required seminar course to help you:

- increase your understanding of the different design disciplines and career options;**
- gain insight into portfolio development, sketchbooks, creativity, internships, and study abroad opportunities;**
- and*
- clarify your personal and career goals.**

The Design Exchange is a year-long, residential community where students live and learn in a common area. An upper-class design student, who serves as a mentor, lives on the same floor to answer your questions, and you can work in a studio space designated for Design Exchange participants.

The Design Collaborative is a one-semester, non-residential community *required* for all first-year students who are not enrolled in the Design Exchange. It allows you to connect with peers and faculty members, expand your knowledge of the various disciplines in the College of Design, and enhance the skills necessary to succeed as a design student.

## Facilities

The College of Design features five stories of studio spaces and offices wrapped around a public atrium with a vaulted skylight. Outside are expansive lawns, native prairie plantings, and several display areas for public art. Inside are a 250-seat auditorium, electronic classroom, printing center, gallery, a branch of the University Library, model shop, Design Café, art supply store, Cyber Café, and several computer labs.

The computer graphics lab allows you to concentrate on image editing, three-dimensional modeling, and animation. The geographic information systems (GIS) lab includes advanced workstations. Other computer labs focus on computer-aided design and desktop publishing.

## Faculty

The faculty in the College of Design consistently publish and exhibit their work nationally and internationally. They include respected designers and fine artists with expertise in such areas as:

*community economic development*

*environmental design*

*computer-aided design*

*fine art*

*conservation of cultural, historical and natural environments*

*geographic information systems*

*land-use and transportation planning*

*design theory and history*

*design for the elderly and disabled*

*printed and electronic visual communication*

## High School Preparation

If you are planning to enroll in the College of Design, you must meet the university's admissions requirements. In addition, we strongly encourage you to take courses in fine arts and design that develop visualization and freehand drawing abilities, although these courses are not required for admission. If you plan to enter the architecture program, you are encouraged but not required to take at least one semester each of trigonometry and analytic geometry, and one year of physics.

## Financial Assistance

The university offers financial assistance in the form of grants, scholarships, loans and part-time employment. For further information, visit the Iowa State Web site at [www.financialaid.iastate.edu](http://www.financialaid.iastate.edu).

Photographs by Roger Baer, Phil Choo, Bob Elbert, Michael Faas, Igor Marjanovic, RDG Planning and Design, Heather Sauer

